

COVID-19 VACCINATION

May 20 Taskforce Update



NEVADA
HEALTH
RESPONSE



PRESENTED BY
05.20.2021



Campaign Overview

- Full launch of 3 Million Reasons outreach at beginning of April
- Complementary messaging via traditional media, earned media, social media efforts



Campaign Overview

- Current paid efforts include:
 - Targeted digital display
 - Digital video ads
 - Cable TV ads
 - Broadcast TV ads
 - Streaming TV ads
 - Radio ads
 - Digital billboards
 - Static billboards
 - Rural print ads
 - Paid search
 - Bus shelters and interior cards



Campaign Overview

- Additional efforts:
 - Earned media
 - Clinic promotional materials
 - Campaign swag for outreach
 - Vaccine one-sheets for education
 - Twenty-two 3 Million Reasons videos produced
 - Organic social media: Twitter, Facebook, LinkedIn, Instagram
 - Collaboration with tribal outreach efforts
 - MVU promotion and support
 - Reno Aces and Las Vegas Aviators sponsorships secured
 - Immunize Nevada (with the Nevada Vaccine Equity Collaborative) has coordinated 27 vaccine clinics since April 1
 - 20,000 clinic promotion door hangers were ordered and are being delivered to partners

Campaign Overview

- Additional efforts:
 - Live chat was launched on the website
 - 5,735 total chats since April 23 launch
 - 12+ EUA
 - New website content – FAQ and blog
 - Digital ads
 - Billboards
 - Parents one-sheet
 - Social ads
 - Second dose social ads

Social Media Engagement

Melanie Young @Melanie52355959 · Apr 8
I did a thing in the middle of 14 hour workday. Made that appointment and got vaccinated. **#3millionreasons** I want my 84 year old mother in law to feel safe to go out in public again, see her grandchildren and play cards with her friends.

1 5 37

Nevada DOT @nevadadot · Apr 8
Just over a year ago, Nevada highways were largely empty as Nevadans stayed home for health safety. Today, we're all moving forward. But we must stay safe. @NVHealthRespon1 reminds us that **#EveryNevadanCounts** and we have **#3MillionReasons** to stay safe/healthy. **#ThrowbackThursday**

Raquel Cruz-Juárez @_raquelcruzj
Thanks to community & state leaders like @GovSisolak this weekend I received the greatest birthday gift: both my partners received their 1st dose of the **#COVID19** vaccine. 🦸

They are two of **#3MillionReasons** in Nevada why protecting each other is important.

This moment ❤️



Twitter for iPhone

Matt Kimball @Matt_J_Kimball
I got vaccinated to help speed the return of our convention and trade shows.
Our industry has been devastated by the pandemic, and deployment of the vaccine will ensure the return of live events and large gatherings.

#3millionreasons **#EveryNevadanCounts**



Ericka Aviles @erickaaviles
📸 A picture is worth a thousand words!

#vacunaton day 🍷

🕒 8am -7pm

📍 El Shaddai

#takeyourshot **#backtolife** **#3millionreasons** **#micomunidad** **#estaentusmanos**



8:37 AM · May 1, 2021 · Twitter for iPhone

Aaron D. Ford @AaronDFordIV
My lil man got his first shot this morning! Now, everyone in the Ford household has had at least one shot.

I know one of Nevada's mottos for getting vaccinated is **#3millionreasons**. Well, here's one of mine:



10:27 AM · May 15, 2021 · Twitter for iPhone

Nicole Rose Dion @nicolerosedion
For my older brother and all those like him who are immunocompromised and can't just "tough it out."
#3millionreasons

@NVHealthResponse @NVHealthRespon1 · Apr 8
What's your reason for getting your COVID-19 vaccine? Whether you're already vaccinated or eagerly awaiting your turn, tweet us using **#3millionreasons**. Because every Nevadan deserves protection against COVID-19, and **#everynevadancounts**.

3 MILLION REASONS

“ I'm looking forward to getting my vaccine so I can have dinner parties with my friends again. ”

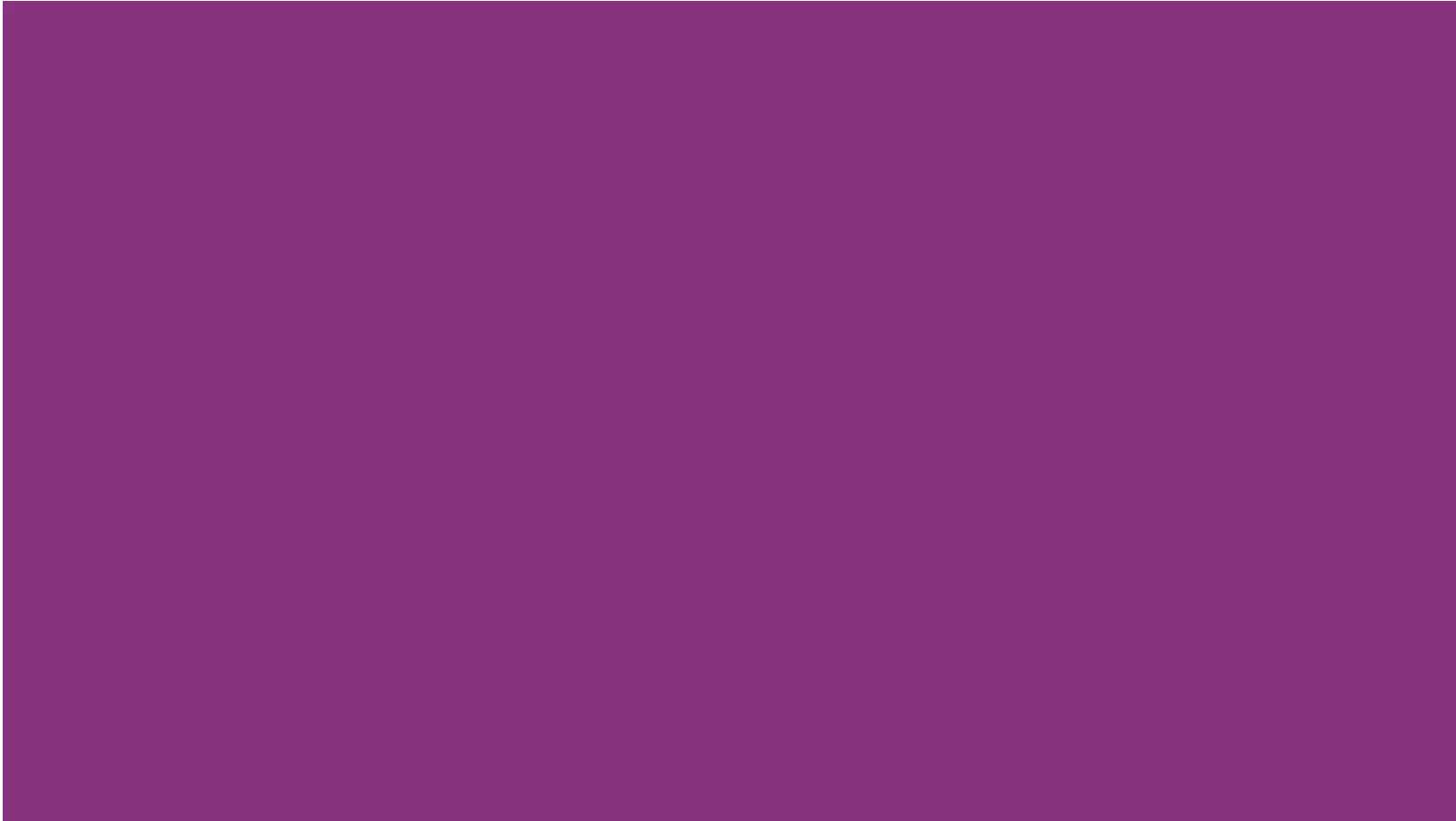
— PAIGE G. RENO

immunize nevada

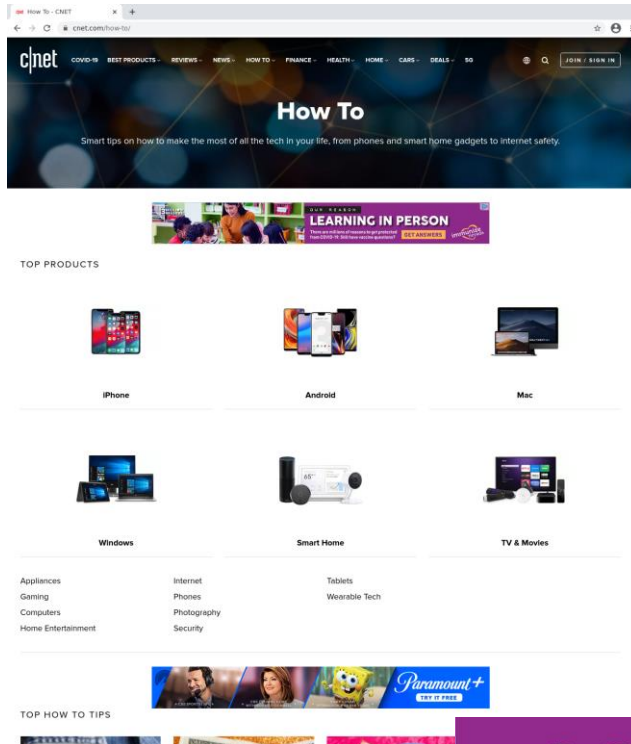
NEVADA HEALTH RESPONSE

10:39 AM · Apr 9, 2021 · Twitter Web App

Creative



Creative



COVID-19 VACCINES FOR ADOLESCENTS: WHAT PARENTS NEED TO KNOW

The U.S. Food and Drug Administration (FDA) expanded its Emergency Use Authorization for the Pfizer-BioNTech COVID-19 vaccine to include [adolescents 12-15 years old](#). Here are answers to comment parent questions.

WHY VACCINATE THIS AGE GROUP?

- Thousands of children in the U.S. have been hospitalized with COVID-19, and hundreds have died. This highly safe and effective vaccine brings life-saving protection to those who are vaccinated and also protects others.
- While COVID-19 happens more frequently in adults, there's [growing concern about variants](#), which seem to be causing more infections in younger ages.
- Some kids who contract COVID-19 have symptoms similar to a cold, while others experience serious complications. Some develop a severe and dangerous condition called [multisystem inflammatory syndrome in children \(MIS-C\)](#). Additionally, doctors still don't know the long-term effects of COVID infection.
- Serious illness from COVID-19 does not always happen among those who are high risk or have pre-existing conditions. [A vaccine can lower the chances of serious complications for all kids.](#)
- Kids, especially adolescents and teens, have more social contact and greater risk of spreading the virus.

ABOUT THE CLINICAL TRIAL

- The [Phase 3 clinical trial](#) enrolled 2,260 adolescents 12 to 15 years old in the U.S.
- In the trial, 18 cases of COVID-19 occurred in the placebo group, while none occurred in the group that received the Pfizer-BioNTech COVID-19 vaccine.
- Pfizer side effects were consistent with those seen in study participants aged 16 to 25 including pain or swelling/redness at the injection site, fatigue, headache, muscle pain, chills, joint pain and fever – all of which typically resolved within 24-48 hours.

WHAT SHOULD PARENTS DO?

- When searching for a COVID-19 vaccine for a child who is 12-17, make sure the location offers the Pfizer-BioNTech vaccine.
- If you have questions about this authorized vaccine, talk to your pediatrician, pharmacist or family doctor.

"Our youngest generations have shouldered heavy burdens over the past year, and the vaccine is a hopeful sign that they will be able to begin to experience all the activities that are so important for their health and development. ... It's essential for children to be vaccinated against COVID-19."
-American Academy of Pediatrics President Lee Savoie Beers, MD, FAAP

Learn more about COVID-19 vaccines at nvcovidfighter.org or by calling 1.800.401.0946

COMMUNITY COVID-19 VACCINE CLINIC

<p>SAFE All authorized COVID-19 vaccines were rigorously tested and are safe.</p>	<p>EFFECTIVE They will protect you, your family and loved ones from serious illness and death from COVID-19.</p>
<p>FREE There is no cost to you, with or without insurance.</p>	<p>KEEP NEVADA OPEN If enough Nevadans get vaccinated, we can keep businesses and schools open and return to the things we miss.</p>
<p>END PANDEMIC Widespread vaccination will end this pandemic, the way it ended smallpox, polio, and measles.</p>	<p>SECURE Your privacy is protected – no personal information is shared with the federal government.</p>

UPCOMING CLINIC NEAR YOU

COVID-19 VACCINES NOW AUTHORIZED FOR KIDS 12+.

Find a location

nvcovidfighter.org

immunize nevada

3 MILLION REASONS

immunize nevada

Find answers to your vaccine questions at nvcovidfighter.org or call 1.800.401.0946

PONA GROUP

Earned Media Topics — April 2021

- Vaccines available for everyone 18+
- Expert answers
- MVUs in rural Nevada
- Reconnecting with friends & family
- Health equity – minority outreach

Las Vegas vaccinators head into minority communities in hopes of reaching herd immunity

by John Treanor | Sunday, April 18th 2021



Vaccinations (KSNV)



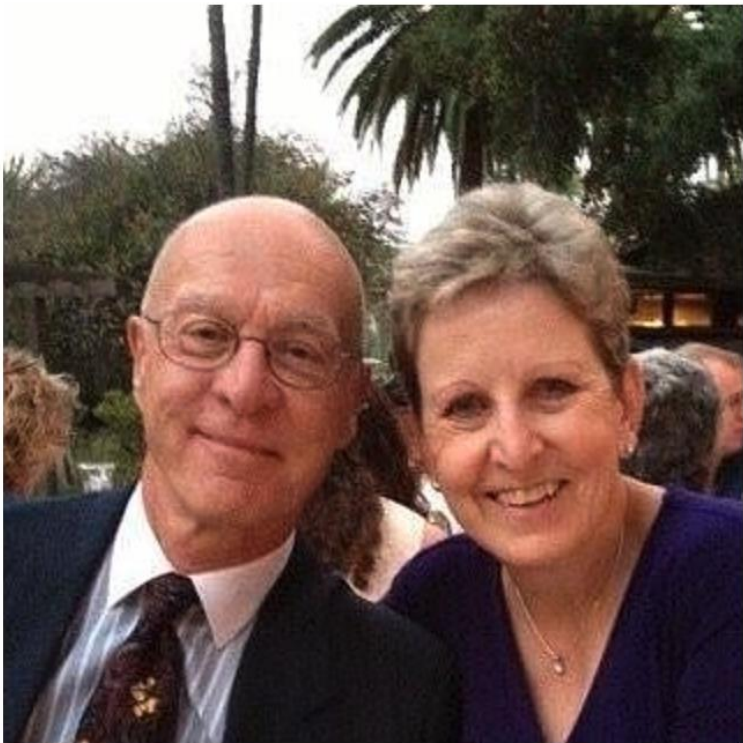
LAS VEGAS (KSNV) — If Nevada wants to reach herd immunity, it's small pop-up clinics that will help the state get to that point.

Healthcare workers went to Las Vegas' Chinatown with 125 doses of Pfizer's COVID-19 looking to immunize.

"These are the communities getting hit the hardest by COVID, so it's especially important to take the vaccine where they are, with people who speak the language and to make them feel comfortable," said Mayra Gonzalez from Immunize Nevada.

Like many minority communities, Las Vegas' Asian population has been unfairly hit by COVID. For any number of reasons, the virus's toll has been more personal here.

Vaccinations offer hope



Mike and Christel Hall will be celebrating Mike's birthday

Staff Reports

[Discuss](#)
Comment, Blog about

[Share this](#)
Email, Facebook, Twitter

Two families living on the same Saratoga Spring coronavirus outbreak.

Saratoga Springs resident Paula Zuppan contracted COVID-19. Her husband was so certain she would succumb

LO8abc

SNOW

Weather Sports KOLO Cares Livestream

Alerts In Effect

ANIMAL OASIS

RENO

PET APPROVED

f

Your Pets Private

1855 E. Peckham

How a couple's life threatening battle

PLAY

PROTECTING YOUR FAMILY

MINDEN COUPLE'S LIFE THREATENING BATTLE WITH COVID-19

"I WILL NEVER WISH THIS UPON ANYONE."

VEGAS UN

ENJOY VEGAS AT HOME

SPORTS

POLITICS

OPINION

ENTERTAINMENT

CALENDAR

HEALTH

RAIDERS

UNLV Sports

Marijuana Laws

Gaming

Golden Knights

Smith's World

Coronavirus

Print

Email

Facebook

Twitter

Share

12

How these Las Vegas locals overcame vaccine hesitancy



STEVE MARCUS

English teacher at Southeast Career and Technical Academy, shows her vaccine card in her home, April 22, 2021.

contact)
21 | 2 a.m.

members the three little vials at a
rural school in the Midwest.


Sheila Witte





CORONAVIRUS

In new phase of the immunization effort, community groups take a grassroots approach to getting out the vaccine

By  Megan Messerly
May 9th, 2021 - 2:00am

ADVERTISEMENT

Vaccine equity and confidence discussion for black, Latino Americans



Woman receives her COVID-19 vaccine. (Jerome Delay | AP)

By [Kelsey Marier](#)

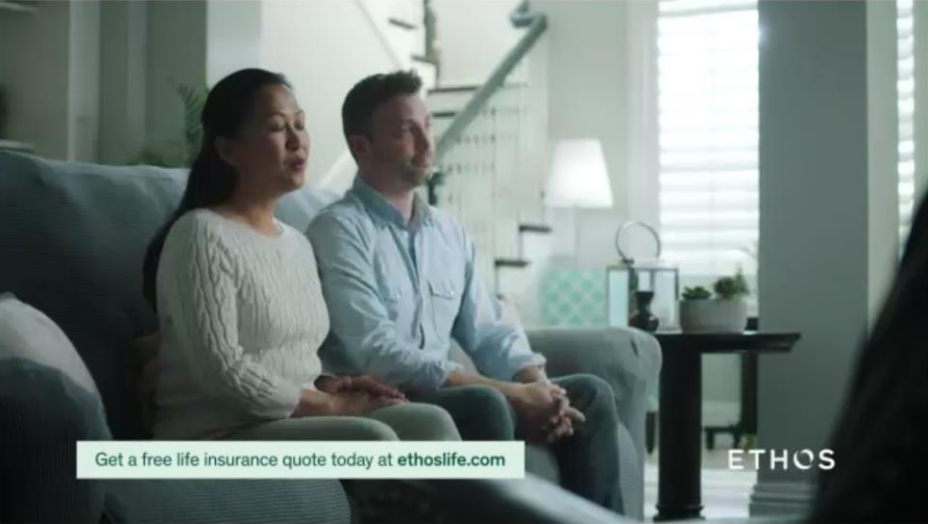
Published: Apr. 16, 2021 at 5:56 PM PDT



RENO, Nev. (KOLO) - On Friday, April 16, 2021, Lt. Governor Kate Marshall and Connecticut Lt. Governor Susan Bysiewicz held a virtual panel discussion on the resources needed to ensure equitable allocation, distribution, and administration of the COVID-19 vaccine.



Nevada, FEMA launch mobile vaccination units in rural Nevada



Vaccine eligibility to expand as Nevada reports higher-than-average cases



Mobile vaccination units headed to rural Nevada communities

Apr 15, 2021

Northern Nevada Mobile Vaccination Unit Rollout

Location	Date
Reno, NV	4/6/21
Carson City, NV	4/8/21
Wellington, NV	4/12/21
Silver Springs, NV	4/13/21
Gerlach, NV	4/14/21
Lovelock, NV	4/16/21
Winnemucca, NV	4/18/21
Battle Mountain, NV	4/21/21
Carlin, NV	4/23/21
Duck Valley Reservation, NV	4/25/21
Wells, NV	4/27/21
Jackpot, NV	4/28/21
W. Wendover, NV	5/1/21

ARSON CITY — Nevada began allowing anyone 16 and older to sign up

Local Nevadans mobile vaccine units



Las Vegas Review-Journal

Notes Comments



Nevada FEMA units off to good start vaccinating rural, tribal populations

LAUREN MARTINEZ
POSTED APR 11, 2021



MORE INFORMATION



Facebook Twitter Email Print Link

LAS VEGAS (FOX5) -- Nevada is the only state in the nation to have two FEMA mobile vaccination units. So far, officials say the

SALAD WIND & MORE

ORDER NOW

Today's Flash E

Stay updated on the latest audio news briefing.

▶

1 COVID-19 Gov. Sisolak: follow CDC guidance vaccinated people

ESTIPONA GROUP

Earned Media Results – April 2021



27
Television



10
Print



13
Online

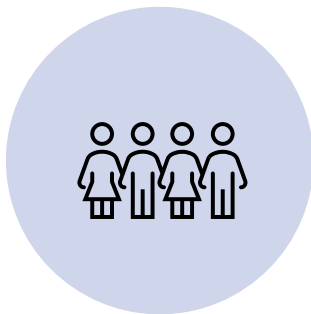


6
Radio

Earned Media Focus — May 2021



Pregnancy /
Fertility



Adolescents
12-15



Expert
Advice



Getting back
to business

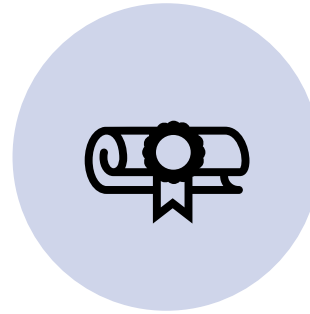
Earned Media – What's next?



Getting back
to business



Safe tourism



Graduation



College

Ad Metrics – April 1-30

- TV

- Cox Cable in Clark County
- Spectrum – Washoe County and rural
 - Total Spots – 8,379
 - Impressions – 1,690,332
- OTT Streaming
 - English
 - 731,273 Impressions
 - 97.79% completion rate
- Nevada Broadcasters (March 1-30)
 - 150 Total spots

- Radio

- 1,188 total spots

- Digital

- Search
 - 96,904 Impressions
 - 16.12% CTR
 - 15,621 clicks
- Total Display
 - 3,946,233 Impressions
 - 50,966 Ad interactions
- Online Video
 - 665,965 Impressions

Ad Metrics — April 1-30

- JAC Bus Carson
 - 8 total ads
 - 16,666 ridership
- Reno/Rural Static outdoor
 - 5 Billboards
 - 1,116,760 Impressions
- Reno Digital Outdoor
 - 3 boards
 - 4,269,762 Impressions
- Las Vegas Digital Outdoor
 - 11 boards
 - 291,740 Plays
- Rural Print
 - Elko Daily Free Press | Circulation - 3,200
 - 5 ads
 - Record Courier | Circulation - 9,000
 - 5 ads
 - Lahontan Valley News | Circulation 3,000
 - 4 ads
 - Humboldt Sun | Circulation 7,000
 - 4 ads
 - Battle Mountain Bugle | Circulation 2,800
 - 4 ads
 - Lovelock Review | Circulation 2,800
 - 4 ads
 - Nevada Appeal Rural Print | Circulation 13,500
 - 4 ads
 - Pahrump Valley Times | Circulation 15,000
 - 5 ads

Social/Web Metrics – April 1-30

- Twitter
 - 179,573 impressions
 - 2,403 engagements
 - 2,534 followers
 - 59 published posts
- Facebook
 - 109,800 impressions
 - 2,573 engagements
 - 6,4294 followers
 - 63 published posts
- NVCovidFighter.org
 - 1.13 million pageviews
 - 52,465 website entrances
- Instagram
 - 16,183 impressions
 - 898 engagements
 - 1,956 followers
 - 32 published posts
- LinkedIn
 - 1,653 impressions
 - 70 engagements
 - 364 followers
 - 36 published posts

Next steps

- Tele Town Halls
 - Identifying target audiences and panel presenters to host virtual town halls statewide
- Sponsorships/Tabling Opportunities
- Pharmacy bag promotions
- Outbound calls
- Second dose reminder letter
- Reviewing April's complete metrics and making adjustments to optimize

Nevada Vaccine Equity Collaborative



Questions
